



GOVERNOR'S ADVISORY COUNCIL ON AGING

Ad Hoc Committee on Review & Revitalization and Public Relations Meeting Minutes

Thursday, January 30, 2014

1:00 am – 3:00 pm

Arizona Center on Aging

1807 East Elm Street

Tucson, Arizona 85719

Council Members and Committee Members Present

Tonya Watson (Committee Chairperson), George Evanoff and Lisa O'Neill

Council Members and Committee Members joining telephonically

Becky Brimhall-Lepire, Council Chairperson

Council Staff Present

Cathy De Lisa (telephonically)

Guests Present and Signing In

None

Call to Order & Welcome

Committee Chair Tonya Watson called the meeting to order at 1:01 p.m. with a welcome.

Review of Introductory Discussions with GACA Committees and the Council

The Committee Chair facilitated a discussion on reactions to the Ad Hoc Committee information shared with all of the Council Committees and the Council at the January 2014 meetings. By general consensus, the group agreed reaction to the information was positive generating energy for the work of the group and support for the Ad Hoc Committee.

Review and Discussion of Organizational Charts

At the request of the Committee Chair, members were invited to share observations or comments regarding the organizational charts for the Governor's Office on Aging and the organizational chart depicting the relationship of the Council with the Arizona Department of Economic Security (DES). Following a lengthy discussion, Executive Director Cathy De Lisa was asked to obtain clarification on DES' responsibilities to Councils included on the chart. A copy of the organizational charts is available for review through the Council on Aging office.

Initial Discussions for SWOT Analysis (strengths, weaknesses, opportunities and threats)

As part of discussion for SWOT Analysis, Committee Chair Tonya Watson requested the members review and utilize the PEST Analysis (political, economical, social, technological) template. Discussion ensued related to each situation listed and the group spent the majority of the meeting time citing examples for each criteria example as appropriate. It was agreed that the PEST analysis was useful before the SWOT analysis because it helped identify SWOT factors. A copy of the SWOT and PEST Analysis templates is available for review through the Council on Aging office.

Next Steps on Developing the Plan for Comprehensive Strategic Review

After employing the PEST Analysis, the Committee Chair asked the members to bring their individual ideas for the SWOT analysis to the next meeting. The Committee Chair referenced the research on other Advisory Councils on Aging in other states as compiled by staff and stated it would be reviewed in more detail following completion of the SWOT Analysis. The members suggested February 20, 2014 at 10:30 a.m. as a possible date and time of their next meeting and asked the Executive Director to consider logistics then coordinate plans for the next meeting. A copy of the research document is available for review through the Council on Aging office.

Consensus on Assigned Tasks/Next Steps

By general consensus it was agreed members would review the SWOT analysis template ahead of the next committee meeting and Council staff will work to coordinate arrangements for another Ad Hoc Committee meeting.

Adjourn

The meeting was adjourned by the Committee Chairperson at 2:56 p.m.

Next Meeting

The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor's Advisory Council on Aging website:

<http://www.azgovernor.gov/gaca/>. These meetings are open to the public.